

**ADVERTISEMENT METHOD USED IN
AUTOMATED SERVICE SYSTEM**

BACKGROUND OF THE INVENTION

1. Field of the invention

The present invention relates to an advertisement campaign method, and more particularly to an advertisement campaign method for an automated service system. The method is able to exhibit advertisement according to a preset program so that a series of advertisements are sequentially presented or a sole advertisement is repeatedly played.

2. Prior art description

Nowadays, automated service system is provided almost everywhere. With the convenience of the automated service system, users are able to have access to valuable information. The following description is based on one of the automated service system, the ATM (automated teller machine), for reference. With reference to Fig. 3, the conventional ATM system provides the user the following processes for transaction:

Entering the preset transaction process 91;

When the user approaches the ATM system and inserts the ATM card, the user initiates a series of preset transactions.

Inputting data 92;

After the ATM card is inserted into the system, the user chooses from the preset programs or the user is able to choose to input data to initiate programs such as language choice, cash withdraw, transfer funds, change code, balance inquiry....

Data processing 93;

After the program is chosen and related data is inputted according to the instruction shown on the ATM screen, the data is being processed. While the data is processed, the user waits in front of the ATM. Meantime, the ATM screen shows "Data in processing"

1 Other objects, advantages and novel features of the invention will become more
2 apparent from the following detailed description when taken in conjunction with the
3 accompanying drawings.

4 BRIEF DESCRIPTION OF THE DRAWINGS

5 Fig. 1 is a flow chart of the present invention;

6 Fig. 2 is a schematic view showing the preferred embodiment of the invention; and

7 Fig. 3 is a flow chart of a conventional ATM.

8 DETAILED DESCRIPTION OF PREFERRED EMBODIMENT

9 With reference to Figs. 1 to 3, the preferred embodiment of the invention is applied
10 to an automatic teller machine (ATM) and thus the installation of the advertisement
11 campaign method of the present invention includes the following steps:

12 Step 1; categorization 11,

13 The clients are categorized into different categories according to preset conditions,
14 such as:

15 (1) ID number;

16 (2) Group characteristics, i.e., male or female, age groups, occupations, marriage
17 status, etc..

18 (3) Clients of this agency or of other related agency; and

19 (4) Others as required.

20 Step 2, setting communication box 12 which contains pictures, audio information
21 etc., for retrieval or access. The information in the communication box 12 may be
22 played according to the result of the categorization 11 in step 1. However, in another
23 embodiment of the invention, step 1 may be changed to step 2 and step 2 may be
24 changed to step 1.

25 The communication method of the present invention comprises:

1 Step 1, providing preset transaction process;

2 When a user is using the ATM automatic service system for transaction, the ATM
3 provides preset processes such as “insert ATM card”, “password entering”.

4 Step 2, data input;

5 The user chooses the services or inputs further information based on the preset
6 processes, which includes language change, cash withdraw, transfer funds, change code,
7 balance inquiry....

8 Step 3, data processing and transmission;

9 The automatic service system processes the user’s data or sends it to the
10 information center.

11 Step 4, information transmission;

12 The automatic service system first communicates the communication box to see if
13 there is any information in the communication box. If there is an information the
14 information is sent to the user. It is to be noted that the method of this information
15 transmission should at least include:

16 Step 41, the information is retrieved directly from the communication box and sent
17 to the automatic service system which in turn sends the information to the user.

18 Furthermore, the automatic service system is able to print all the information for the
19 receipt of the user.

20 Step 42, confirmation of information in the communication box. If an information
21 exists in the communication box, the information is sent back to the automatic service
22 system and displayed on the screen.

23 Step 43, confirmation of information in the communication box. If a further
24 information exists in the communication box, the information together with the result of
25 the processes information will be sent back to the automatic service system. If there is

1 no information in the communication box, only the processed information result is sent
2 back.

3 Step 5, completion of information processing and post work. After all the
4 information is processed, the screen shows choices to the user for post work, such as
5 retrieve card, cash or other services.

6 It is noted that most users focus their attention on the screen during the entire
7 transaction period, which allows the advertisement campaign to have its ultimate effect
8 to the user. Furthermore, during the transaction, there will be no commercials or any
9 disruption like the TV program. Accordingly, the advertisement effect on the users is
10 enormous.

11 Accordingly, the present invention is suitable for the following marketing strategy:

12 Lobbing the client to purchase a certain insurance policy, trust fund and other
13 merchandise.

14 Wishing happy birthday to the user when the user is using the ATM.

15 Notifying important information to the user. Important information is able to send
16 to the user by this method other than the conventional mail, phone call. Therefore, the
17 agency is able to accomplish the purpose of remind the user of a certain important
18 message while capture the opportunity when the user is using the ATM.

19 Even though numerous characteristics and advantages of the present invention have
20 been set forth in the foregoing description, together with details of the structure and
21 function of the invention, the disclosure is illustrative only, and changes may be made in
22 detail, especially in matters of shape, size, and arrangement of parts within the
23 principles of the invention to the full extent indicated by the broad general meaning of
24 the terms in which the appended claims are expressed.

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